MARKETING INFORMATION SYSTEMS, INC.

100 SYLVAN AVENUE, ENGLEWOOD CLIFFS, N.J. 07632
201-947-6900 • 212-239-7256

June 25, 1986

Ms. Karen Eisen
PHILIP MORRIS, INC.
120 Park Avenue
New York, New York 10017

Dear Karen:

The following is to confirm our understanding of the Ambassador In-Depth research (#839786-A), which we will be coordinating for you.

Telephone screenings will be conducted in the Washington D.C. area, to identify 28 menthol and non-menthol smokers of flavor low tar king-size cigarettes. Quotas will be established as follows:

TOTAL						
	Sex		Age		Flavor Type	
Total	Male	Female	21 - 34	35 - 54	Menthol	Non-Menthol
28	14	14	14	14	14	14

Appointments will be scheduled for Tuesday, July 15th at the main offices of House Market Research. Two interviewing rooms, 1 with viewing, have been reserved from 10:30 a.m. to 9.00 p.m. Two respondents will be scheduled every 45 minutes and will be paid $20.00 in cash at the conclusion of the interview.

Sincerely,

Zack Apkarian

Zack Apkarian

ZA:fs

cc: Jeanne Bonhomme
Avery Krut
Gail Apkarian

2045621143

Source: https://www.industrydocuments.ucsf.edu/docs/zjkj0004